

Message Text

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ACTION AF-18

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FM AMEMBASSY YAOUNDE

TO SECSTATE WASHDC 3354

INFO AMCONSUL DOUALA

UNCLAS YAOUNDE 1726

E.O. 11652: N/A

TAGS: AFSP, CM

SUBJECT: FY-76 COMMERCIAL PACKAGE

REF: A) STATE 96529., B) YAOUNDE'S A-28, APRIL 2, 1974.,

C) YAOUNDE'S A-66, AUGUST 29, 1973

1. BASE SPENDING FIGURES FY-74 FOR ALL ACTIVITIES RELATED TO PROMOTION OF COMMERCIAL INTERESTS BROKEN DOWN AS FOLLOWS BY CATEGORY AND POST: (A) COMBINED EMBASSY AND USIS EXPENDITURES YAOUNDE: TRAVEL AND PER DIEM DOLS 1,350., REPRESENTATION DOLS. 1,300., COMMERCIAL LIBRARY EXPENSES DOLS 400. (B) COMBINED CONSULATE AND USIS DOUALA: TRAVEL AND PERDIEM DOLS 1,500., REPRESENTATION DOLS 600., NEWSLETTER SUPPLIES DOLS 2,000, NEWSLETTER LABOR DOLS 1,250., COMMERCIAL LIBRARY DOLS 400.

2. IN LINE WITH FREQUENTLY REITERATED PRIORITIES, EMBASSY, CONSULATE AND USIS HAVE INCREASINGLY USED DIVERSE RESOURCES TO ENCOURAGE BOTH US EXPORTS AND PRIVATE INVESTMENTS, AS MENTIONED REFERENCES B AND C. WE ARE, HOWEVER, INADEQUATELY STAFFED TO DO WHAT WE SHOULD IN THIS FIELD. THERE IS PRESENTLY NO FULL TIME COMMERCIAL OFFICER AND WE NEED EITHER A NEW SLOT FOR A COMMERCIAL OFFICER OR ANOTHER ECON/COMMERCIAL OFFICER TO PERMIT US

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TO SEARCH OUT TRADE OPPORTUNITIES, COVER BROAD ECONOMIC

RESPONSIBILITIES, BETTER INTEGRATE COMMERCIAL OPERATIONS IN YAOUNDE AND DOUALA, AND MAINTAIN AT LEAST ADEQUATE PERFORMANCE AT BOTH POSTS DURING INEVITABLE PERIODS OF EXTENDED ABSENCE OF PRESENTLY ASSIGNED OFFICERS.

3. DURING FY-74 SEVERAL AMBITIOUS COMMERCIAL PROJECTS WERE LAUNCHED, INCLUDING COMMERCIAL NEWLETTER, AND FIRST TECHNICAL SEMINAR AND CATALOG SHOW. THESE ACTIVITIES ARE SCHEDULED TO CONTINUE AT SAME LEVEL FY-75, BUT INCREASING EFFORT IS BEING PUT INTO OTHER COMMERCIAL ACTIVITY. TRADE OPPORTUNITIES INCREASED FROM 60 IN FY-73 TO ANTICIPATED 90 FY-74, REQUIRING PROPORTIONALLY MORE TIME, TRAVEL AND OTHER EXPENDITURES. USIS-SPONSORED BUSINESS MANAGEMENT LECTURES AND SEMINARS ARE DRAWING INCREASING NUMBERS OF BUSINESSMEN AND STUDENTS TO COMMERCIAL LIBRARY FACILITIES, WITH RESULTING HIGHER DEMAND ON OFFICER TIME. DURING FY-74 ABOUT 150 DIFFERENT AMERICAN AND 2,500 LOCAL BUSINESSMEN WILL HAVE VISITED OUR COMMERCIAL FACILITIES IN YAOUNDE AND DOUALA. EACH AMERICAN VISITOR REQUIRED AT LEAST 30 MINUTES BRIEFING OR ASSISTANCE AND SOME TOOK UP TO 40 MAN-HOURS OR MORE FOR BRIEFINGS, INTERPRETER SERVICES, APPOINTMENT ASSISTANCE AND ACCOMPANIED CALLS. WE EXPECT VISITORS WILL INCREASE BY 20 PERCENT DURING FY 75. TWO NEW AGRO-BUSINESS PROJECTS ARE EXPECTED TO EMERGE FY-75. THERE IS A GOOD CHANCE ONE OF TWO INTERESTED AMERICAN ENGINEERING COMPANIES WILL BE AWARDED IBRD ROAD MAINTENANCE CONTRACT. GURC IS VERY INTERESTED IN PURCHASE TRANSPORT AIRCRAFT, ROAD-BUILDING EQUIPMENT AND OTHER SUPPLIES AND HAS REQUESTED CONTINUING INFORMATION LIAISON WITH EMBASSY. THREE AMERICAN COMPANIES WILL BE ACTIVELY ENGAGED IN PETROLEUM EXPLORATION DURING FY-75. THERE IS ALSO POSSIBILITY THAT SEVERAL SLOWLY DEVELOPING INVESTMENT PROJECTS WILL ACCELERATE DURING NEXT YEAR.

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